

City of Flagstaff

Memorandum

Office of the Purchasing Division

TO: Evaluation Committee Members

FROM: Rick Compau, Director of Purchasing

DATE: October 3, 2012

RE: Evaluation/Scoring of proposal responses for: Flagstaff Regional Plan
Technical Editing, Graphic Design and Web-site Design, RFP No.
2013-10

First of all, I want to thank you and let you know how much we appreciate you taking the time out of your busy schedule to be an evaluation committee member. The evaluation and scoring of proposal responses is such a critical part of a Request for Proposals (RFP) process.

As part of this packet, you should have a total of five (5) proposal responses, a total of five (5) score sheets, a copy of the Scope of Work/Project Description, a copy of the Proposal Format/Submittal section of the RFP, and a copy of Addendum One. The Scope of Work/Project Description, Proposal Format/Submittal and Addendum are provided as part of this packet to assist you in your evaluation and scoring of each proposal response. The Proposal Format/Submittal information specifically outlines what we required, in the way of information, from each Prospective Offeror to this RFP. So, as you review each proposal response, please compare the information provided by each firm with the required information outlined in the Proposal Format/Submittal information and score accordingly, based on your individual assessment of how well each firm responded.

It is very important that each evaluation committee member review, evaluate, and score each proposal response individually. It is imperative that you complete your review, evaluation and scoring of proposal responses no later than **5:00 p.m. Friday, October 12th**, and forward to me in Purchasing. You can also scan and email your scoring results to rcompau@flagstaffaz.gov. Once I receive all of the scoring sheets, I will compile all of the scoring results into a spreadsheet and have available for our evaluation review meeting (to be scheduled), where we will discuss the scoring results and what our next steps will be.

Thanks again, for your time and willingness to participate in this evaluation/selection process. It is much appreciated. If you need to contact me for any reason, either send me an email (rcompau@flagstaffaz.gov) or contact me by phone: 928/213-2275.

EVALUATION CRITERIA SCORE SHEET

RFP NAME: FLAGSTAFF REGIONAL PLAN TECHNICAL EDITING,
GRAPHIC DESIGN and WEB-SITE DESIGN

RFP NO.: 2013-10

Evaluator's Name: Evaluator #3

Date: _____

Vendor's name: _____

This proposal will be evaluated on a cumulative point system.

Ratings:

Outstanding	5
Good	4
Average	3
Poor	2
Not addressed or unacceptable	0

NOTE: For this evaluation scoring sheet, there will be a total of 500 possible points that could be given to each Proposer's proposal being evaluated. For each Proposer, you will determine your individual rating number (0-5) for each evaluation criterion. You will then multiply that rating number by the assigned weight total for that particular evaluation criterion to arrive at "Total Points". Once you have completed your scoring of each evaluation criterion, you will take the sum of total points to arrive at a "Total Value".

<u>Evaluation Criteria</u>	<u>Weight</u>	<u>x</u>	<u>Rating</u>	<u>=</u>	<u>Total Points</u>
----------------------------	---------------	----------	---------------	----------	---------------------

1. <u>Presented Approach (Suitability of the Proposal)</u>	20	x	_____	=	_____
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Comments: _____

2. <u>Expertise in Recommending and Communicating Appropriate Technical and Aesthetic Solutions</u>	20	x	_____	=	_____
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Comments: _____

<u>Evaluation Criteria</u>	<u>Weight</u>	<u>x</u>	<u>Rating</u>	<u>=</u>	<u>Total Points</u>
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3. <u>Aesthetic Capabilities</u>	30	x	_____	=	_____
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Comments: _____

4. <u>Experience and Qualifications</u>	20	x	_____	=	_____
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Comments: _____

5. <u>Value and Pricing Structure</u>	10	x	_____	=	_____
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Comments: _____

TOTAL VALUE: _____

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<u>Evaluation Criteria</u>	<u>Weight</u>	<u>x</u>	<u>Rating</u>	<u>=</u>	<u>Total Points</u>
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Comments: _____

4. <u>Experience and Qualifications</u>	20	x	_____	=	_____
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Comments: _____

5. <u>Value and Pricing Structure</u>	10	x	_____	=	_____
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Comments: _____

TOTAL VALUE: _____

SCOPE OF WORK/PROJECT DESCRIPTION

Summary:

The City of Flagstaff Arizona is accepting proposals to take the Flagstaff Regional Plan from DRAFT mode to completion - through technical editing, graphic design and web-site design and hosting. The purpose of this RFP is to provide a scope of work, as well as a list of qualifications the editor/graphic design/web design team is expected to have and will be judged against. This is a public domain product; no proprietary software is allowed. A Regional Plan must comply with Arizona State Statute to plan for a city's future, and contains 17 required chapters and 4 optional chapters. It must consist of accompanying graphics, maps, background information and supporting data. A hard-copy and web-version will be produced.

The City of Flagstaff web site has hosted a web page for the Regional Plan through the three-year planning process, and all public data, comments, meeting minutes and draft documents are located here: www.flagstaff.az.gov/regionalplan. The site is maintained with in-house resources.

Scope of Work

Technical Editing / Graphic Design / Web Design, as a TEAM of single consultants with one primary consultant and sub-consultants; or a COMPANY/ FIRM which provides all three services, shall act as the final editor, graphic designer and web-designer for the Flagstaff Regional Plan. The City of Flagstaff will maintain one point of contact with the team or firm, will issue payments to one entity, and the primary contact is responsible for the work of the whole team.

This RFP is organized into the following Phases, describing the full scope of work for each discipline:

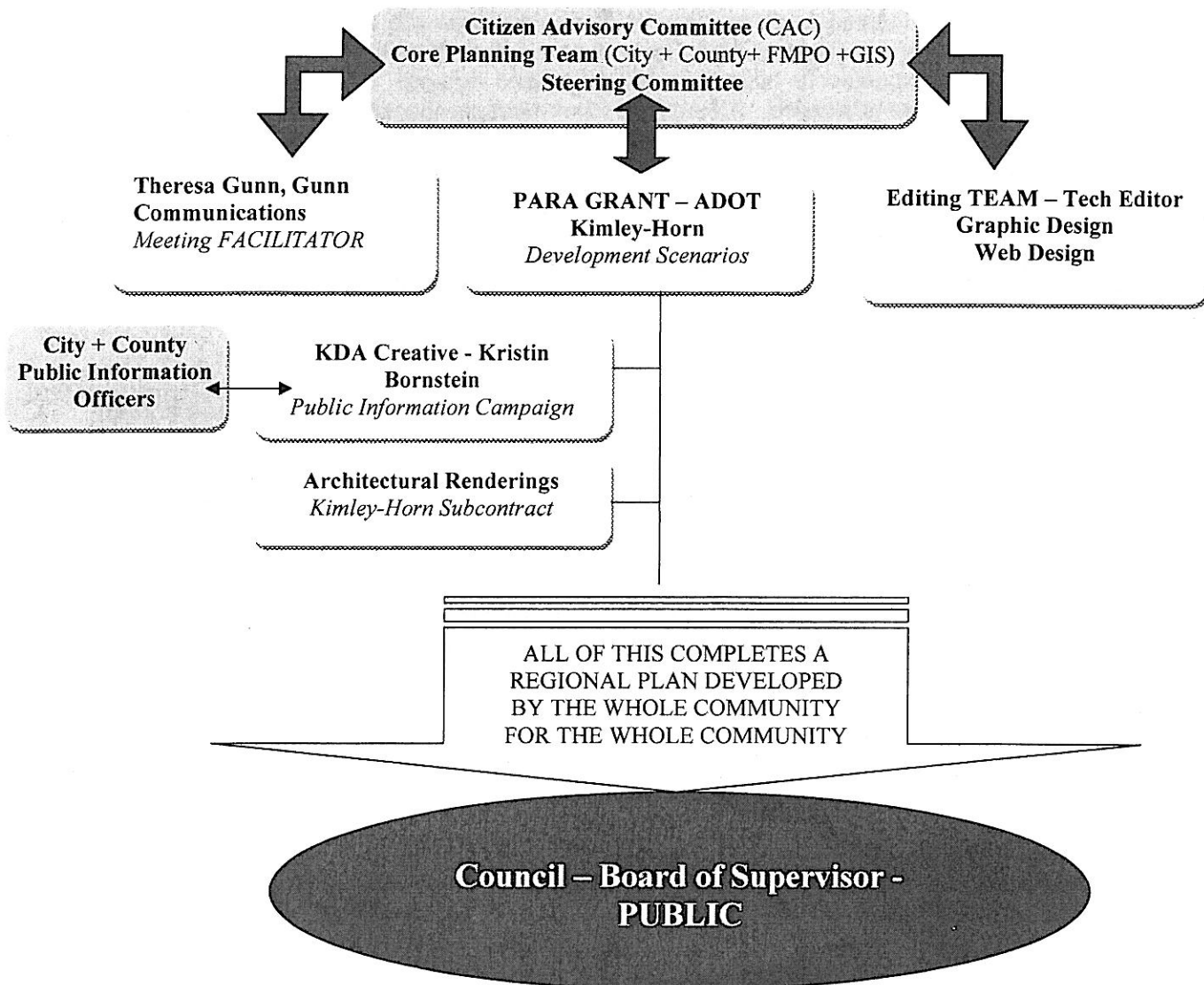
1. **Phase I:** to produce Regional Plan DRAFT II – printed January 2013 – page 3
2. **Phase II:** to produce Regional Plan DRAFT III – printed April 2013 – page 4
3. **Phase III:** to produce Regional Plan DRAFT IV (Final Draft) – printed fall 2013 – page 5

It is imperative to meet the deadlines, as the Regional Plan must be part of the March 2014 ballot, and there are many milestones to achieve that goal.

*****Note – Regional Plan DRAFT I is currently out in hard-copy and available via pdf on-line.***
This document has been compiled from three years of public meetings, focus groups, Citizen Advisory Committee input, a community values-survey, as well as many technical data background reports. Regional Plan DRAFT I received an initial editing session, in which Pat Boomsma, land-use attorney, made slight modifications to the overall organization, outline and background data. Information was moved to appendices. Policy language was NOT altered. This 200-page draft is the base to begin work. City staff will compile all suggested edits over the course of each phase into one Suggested Edits Spreadsheet; the editing / graphic design / web design team will incorporate the suggested edits as appropriate DRAFT I Document:
<http://www.flagstaff.az.gov/DocumentCenter/View/39223>

Regional Plan Organizational Chart to complete project:

To understand who is currently working on The Regional Plan, please find the organizational chart below:



Phase I - September – December 2012

Purpose: To produce **Regional Plan DRAFT II** – printed **January 2013** for public review / comment and CAC reaction to public comment. The City of Flagstaff will pay for all printing. The editing team will provide iterations, mock-ups and drafts via web-site and pdf digital documents.

The **Technical Editor** will convey and develop the final DRAFT of the Flagstaff Regional Plan into a user-friendly, good-looking and comprehensive policy document. The technical editor will edit chapters and other narrative sections (including cover) with a view to ensure: clarity and continuity of the vision and guiding principles of the plan; clarity of structure and core themes of the plan; internal consistency, both intellectual and stylistic; and general readability and accessibility to a broad readership worldwide. The Technical Editor will:

- a. Focus on flow and clarity of argument, sequencing, consistency, especially between text and tables and figures and integration of text and boxes, content errors, style and punctuation, spelling and grammar.
- b. Review and suggest any policy language changes, as derived from the 'Style Guide', which has been developed by planning staff, CAC members and NAU public policy faculty.
- c. Suggest any further compilation / condensation of language, especially introductory text.
- d. Ensure all text, titles, graphs, captions, source citations and appendices language is substantiated.
- e. Incorporate the CAC's suggested edits into the final DRAFT, as obtained from an editing spreadsheet compiled by COF Planning Staff. These editing suggestions will be acquired from CAC meeting minutes, e-mails to staff, and any suggestions mailed to staff.
- f. Staff will ensure other editing suggestions (from various commissions and outside sources) given from September – December 2012 have been considered by the CAC; and if the CAC accepts these suggestions, they will be added to the editing spreadsheet.
- g. The DRAFT plan will receive a legal review from the City Attorney's office. The legal counsel edits will be incorporated.
- h. Work with GRAPHIC DESIGNER (see scope below) to produce complete document
- i. Work with WEB DESIGNER to produce Regional Plan DRAFT II on-line for public review.

The **Graphic Designer** will develop a layout and graphics that work in concert with the text of the Regional Plan; plan for and implement the lay-out design to capture the intent of the Flagstaff community's vision.

- a. Provide overall graphic design, developing:
 - i. Overall 'look', color scheme and logos
 - ii. Cover design
 - iii. Symbols, to be used consistently throughout the document, which allows for ease of location or understanding (i.e. guiding principles or various sections, to be determined).
 - iv. Incorporate, where appropriate, public information campaign graphics previously developed by KDA Design, Kristin Bornstein.

- v. Incorporate photographs provided to the Regional Plan document: Northern Arizona University communications class; John Aber; existing or new as required. All photos sources cited.
- b. Incorporate VISUALS (maps, drawings, renderings, photo montages, etc. developed by others) to demonstrate policy intent, namely, place-type and land use.
- c. Incorporate appropriate MAPS (developed by others, City's GIS and Graphic Designer collaborate on 'look' of maps).

The **Web Designer** will

- a. **Design and develop an interactive web-site** which communicates the Flagstaff Regional Plan, clearly and in an exciting and easy-to-understand manner. The web-site will not be hosted by the City's web platform; it will be a separate web-site. This web-site will include:
 - i. An interactive map, in which layers can be turned on and off – City's GIS department, will develop maps and mapping inter-face.
 - ii. The complete document available in a web-based interactive format; searchable by term and linked to other documents and websites. PDF's may be available, but this cannot be the main source of information. The public needs to be able to 'click' from one area to the next, and all inter-related subjects must link to each other.
 - iii. A section which enables City and County staff to input data and produce an annual report; measurements based on those agreed upon by the CAC.
- b. **Use and integrate graphics** from Graphic Design within the web-based document, to clearly demonstrate the intent of the policy language.
- c. **Make it easy** - design the site to deliver intuitive navigation, an improved graphical user interface, and easy-to-find content organization.
- d. Include one **training workshop** for City staff to provide updates and minor edits needed once the services are complete.
- e. Use a compatible web platform

Phase II – January – March 2013

Purpose: To produce **Regional Plan DRAFT III** – printed **April 2013** for Planning & Zoning Commissions (City and County), City Council and County Board of Supervisors review and public hearings. The City of Flagstaff will pay for all printing. The editing team will provide iterations, mock-ups and drafts via web-site and pdf digital documents.

The **Technical Editor** will provide:

- a. Any refinements and/or clarifications as suggested through the January / February 2013 public process, as compiled by City Staff and approved by the CAC at a March 2013 meeting. Meeting minutes will be compiled into suggested edits for the public and editor's use.
- b. Technical editing and copy-editing of the whole report (front matter, narratives, bibliography, appendices, notes, statistical background, tables and captions).

The **Graphic Designer** will provide any refinements and/or clarifications as suggested through the January / February 2013 public process, as compiled by City Staff and approved by the CAC at a March 2013 meeting. Edits will be compiled into meeting minutes for the public and editor's use.

The **Web Designer** will continue to develop a comprehensive and easy-to-use web site.

Phase III – April - June 2013

Purpose: To produce **Regional Plan DRAFT IV (Final Draft)** – printed **July 2013** for adoption and voter ratification – both hard-copy and on-line.

The City of Flagstaff will pay for all printing. The editing team will provide iterations, mock-ups and drafts via web-site and pdf digital documents.

The **Technical Editor** will provide:

- a. Incorporate suggested edits from P&Z, Council and BOS
- b. Proofreading: once the DRAFT plan has been laid out, the contractor will perform one or more rounds of proofreading, checking spelling, name spelling, acronyms, abbreviations (making sure they follow convention), style consistency, callouts, layout, references, etc. The contractor will also be responsible for selecting the pull quotes for the narrative section of the plan.

The **Graphic Designer** will provide any refinements and/or clarifications as suggested through P&Z, Council and BOS.

The **Web Designer** will continue to develop a comprehensive and easy-to-use web site.

Staff Resources for Phases I-III:

- **Project Manager** – is the point of contact with the City; will provide data, Suggested Edits Spreadsheet, coordinate with other agencies, the CAC and GIS.
- **FMPO Manager** –will provide data and assist with 'background reports'; will work through the Project Manager.
- **City GIS Department** –will provide maps,
- **Printing** – The City of Flagstaff assumes all printing costs and has budgeted for the final draft to be available via 'memory sticks' or similar and the web-site.
- **Public Information Campaign – City & County Public Information Officers:**

Budget:

The City of Flagstaff has allocated \$55,000 – 60,000 for this project (Phase I, II and III – All three SECTIONS). Web hosting costs will be addressed separately. Please outline how your team / firm would budget by phase. Identify staff you anticipate working on the project and their hourly rate for work that may be needed for Phases I, II and III. Include time and materials estimates.

- For Web Design - Hosting: We have not yet made a decision to host on or off-site. Discussions during the discovery phase and your input and advice will help us make a decision in this regard.

Attachments:

- Examples of previous and recent work
- Do you provide hosting? If so, please specify backup, downtime, upgrading of software/hardware, technical support, security, and methodology and service level agreements. Include pricing, terms and conditions.

PROPOSAL FORMAT/SUBMITTAL

FORMAT AND CONTENT: To aid in the evaluation, all proposals should follow the same general format. The proposals are to be submitted in binders and have sections tabbed with proposal information as outlined in the categories/criteria below.

The Evaluation Committee will evaluate responses to this RFP based on the information provided in each of the proposer's proposal responses and interviews, if conducted, as necessary. To allow for a standard basis of evaluation, all proposal responses shall follow the format outlined below. An original and five (5) copies are to be submitted. Proposal responses should be organized with sections/dividers as follows:

Cover Letter (One (1) page maximum):

The cover should contain the following relevant data as a minimum:

- Statement indicating response to: Flagstaff Regional Plan—Technical Editing, Graphic Design and Web-Site Design
- RFP No. 2013-10
- Submittal date
- Company name (and logo if desired)
- Other information/graphics as desired

Title Page:

Proposers shall include their company name, address, e-mail/website address(s), phone and fax numbers and name(s) of the appropriate contacts within their company/organization.

A. Organization

1. Describe your organization, date founded, ownership and other business affiliations.

B. Presented Approach-Suitability of the Proposal (20 Pts.)

1. Proposers shall provide detailed information regarding their presented approach that will adequately meet the needs and criteria set forth in the Scope of Work, including the features, benefits and uniqueness of your presented approach for each of the three sections. Proposers shall also touch on their ability to deliver the project in the timeframes noted in the Scope of Work.

C. Expertise in Recommending and Communicating Appropriate Technical and Aesthetic Solutions (20 Pts.)

1. Proposers shall provide detailed information regarding their specific expertise in recommending and communicating appropriate technical and aesthetic solutions to take the Flagstaff Regional Plan from a draft mode to completion - through technical editing, graphic design and web-site design and hosting.
2. Proposers shall also complete the Proposer's References Form on page 24 that document previous experiences with this type of project.

D. Aesthetic Capabilities (30 Pts.)

1. Proposers shall provide detailed information regarding prior work completed that demonstrates artistic and innovative, user friendly documents and interfaces that engage communities and users.

E. Experience and Qualifications (20 Pts.)

1. Proposers shall provide detailed information that demonstrates that they have successfully completed similar projects and have the qualifications necessary to undertake this project.
2. Proposers shall provide detailed information that demonstrates their knowledge of the Northern Arizona built and natural environment.
3. Proposers shall provide information that demonstrates a proven track record within the last three years and that your team or firm has produced projects that reflect relevancy to this project. Project experience should include project descriptions, services provided, schedule and budget information and a client reference. Briefly list the role your team members / firm played in each project. For web design, the URL should be submitted. Only sites that are live will qualify during evaluation.
4. Proposers shall provide positive references from previous clients. Provide, at minimum, three (3), but preferably five (5) former or current client reference information. If you are a team of consultants, each team member must provide three references. Proposers shall use the Proposer's Reference Form on page 24.
5. Proposers shall provide information regarding their organizational capacity and briefly describe their team or firm's organizational capacity to produce a finished document and website. Proposers shall include information on how their lead person will lead the team.
6. Proposers shall indicate how many people would be working on this project. If you are a team of consultants, Proposers shall submit a resume for each consultant. If you are a firm, Proposers shall indicate how many full-time staff their firm employs. Proposers shall provide a copy of their firm's organizational chart, and provide a brief description of each staff member who would be working on this project. For web-design, Proposers shall discuss technology requirements, platform compatibility and IOS devices.
7. Proposers shall provide information that demonstrates their ability to complete the project on schedule and within budget. Proposers shall:
 - a. Outline how much time they would require for each phase, for each Section.
 - b. Submit a detailed budget.
 - c. Provide information regarding a contingency plan, if additional resources are needed to meet the deadline.

F. Value and Pricing Structure (10 Pts.)

1. Proposer shall use the Fixed Fee/Price form, on page 23, of this RFP document for the structure of their proposed fixed fee/price.



CITY OF FLAGSTAFF
Addendum Number One
Flagstaff Regional Plan Technical Editing, Graphic Design and Web-site Design
RFP NUMBER 2013-10

Please be advised that this Addendum is a consolidated list of all the questions asked pertaining to RFP No. 2013-10:

RFP Scope Content:

1) Is there a specific date when the updated website needs to "go-live"? It would be beneficial to have a website go-live the same day the draft document is made public. That will most likely be February 1st, 2013.

2) Can you provide any information on the existing content management system (CMS) that is used for the current Flagstaff Regional Plan website? (<http://www.flagstaff.az.gov/regionalplan/>)?

We use Civic Plus – who manages the web site. Individuals within the city post items to the website to keep it updated. The Flagstaff Regional Plan website is merely one page of the City of Flagstaff's website, with document links.

3a) On RFP, page 19 section (a)iii under **Web Designer**. *"A section which enables City and County staff to input data and produce an annual report; measurements based on those agreed upon by the CAC"*. Given that the technical requirements for this task could vary widely - can you provide further clarification on what this may resemble? (how often would data be entered? by how many unique users? what are some example measurements that you anticipated to be included?) The idea is to have a location on the website which tracks numbers, input by two or three key city / MPO staff personnel, quarterly or annually. It must be in a graphical manner in which the general public can understand what is being measured, and can ascertain if certain policies are being successfully implemented or not. For examples, please see: <http://dashboard.surrey.ca/> ; <http://www.communityindicators.ewu.edu/> ; http://www.bouldercolorado.gov/index.php?option=com_content&view=article&id=15557&Itemid=5269 .

3b) When the request states "produce an annual report" - could you further elaborate? The Comprehensive Planning Manager for the City of Flagstaff is responsible for producing an annual report to City Council which outlines how the policies have or have not been implemented throughout the various city departments as well as through development projects. If the data can be incorporated into the website at regular intervals, such as outlined in question 3a) above, then the annual report becomes manageable and comprehensive. The idea is that the website is a TOOL for tracking and recording progress. The actual report will be produced by city staff.

4) On page 16 of the RFP, Item 3. Phase III states that the Final Draft, Draft IV will be "printed in the fall of 2013;" however page 20 - Phase III states that the "Final Draft IV will be printed

July 2013." What is the date for final print of the Final Draft IV? After City Council and the County Board of Supervisors adopt the plan- the final draft will include THEIR recommended amendments (changes) and will then be going to the public. The Council and Board of Supervisors will most likely be done with adoption by their deadline, which is October 2013.

RFP Proposal Response Content:

5) On page 5 of the RFP, Regarding item 2h Preparation of Proposal, "*Maximum proposal length including title page, cover letter, proposal, qualifications and budget shall not exceed 30 pages.*" Does this 30-page count exclude the tabbed section/divider pages? No, the dividers will not be included in the 30-page document count, unless the said dividers are full of information and can be considered part of the proposal package. In that case, they will be counted.

6) Do sub consultants to the prime have to provide the following forms:

- Proposer's references (p.24 of RFP) YES
- Appendix B, Proposer Disclosure Form (p.34 of RFP) YES
- Non Collusion Affidavit (p.35 of RFP) YES

7) Does the inclusion of two 11x17 folded pages for the budget and schedule count as 2 pages, or 4? 2 folded pages will be counted as 2 pages.

8) Is it possible for a firm to bid on one part of the project (i.e. technical editing or website)? NO – we will only accept full proposals. If your firm produces one part of the project, it is expected that you will team up with other firms who produce the other parts. The City must work with a full team, and there must be one designated lead person. Otherwise – it would be pure chaos.

9) Is the budget stated in the RFP the budget for all three phases of this project? YES. The proposal states "The City of Flagstaff has allocated \$55,000 – 60,000 for this project (Phase I, II and III – all three SECTIONS). Web hosting will be addressed separately. Please outline how your team/firm would budget by phase. Include time and materials estimates."

10) The RFP states, "A section which enables City and County staff to input data and produce an annual report; measurements based on those agreed upon by the CAC." Can you please elaborate on this functionality? Please see answers to 3a) and 3b) above.

11) Will the website be required to integrate with any internal or third party systems or databases for the purpose of importing information to or from the website? YES – the website must link or be linked to the City of Flagstaff website, and the City's GIS department will be producing the maps and interactive mapping platform. The website produced for the Regional Plan can either a) link to the mapping platform; or b) host the mapping platform directly onto the new website, but this must be fully available to the City's GIS department for regular data updates.

12) One key question to ask related to the software we would like to propose as part of our solution. The RFP states "This is a public domain project; no proprietary software will be allowed". We fully understand what this means, however in the past we have seen this in RFP's and still proposed our solution with success. The solution we would be proposing is proprietary, and before submitting our response we want to be respectful of the evaluation committee's time and ensure it would be accepted. Can you confirm if there is any flexibility on the proprietary software requirement, or is this a 100% must have? As long as the software can be updated and maintained in-house – here at City Hall by city staff – it would be considered.

13) If the RFP due date is Oct 3, when do you expect the Contract to be awarded? Assuming there is some negotiation and contract fine-tuning after the award, when do you expect the Contract to be signed? (We are trying to estimate when the actual work can begin.) The City of Flagstaff is hoping the negotiated contract may go to the October 16th or 30th City Council meeting for approval. Work would begin in November, as the first public release draft is due end of January, 2013.

14) RFP refers to a deadline of "Dec 2012" for Phase I. Does this mean Dec 31, 2012 or another date? The Regional Plan Citizen Advisory Committee (CAC) would like to review a preliminary DRAFT of the Phase I document to give the editor feedback before it is released to the public. It is assumed the public release draft will go out February 1st, 2013.

15) Will all the chapters and appendices from Draft I be provided at the time of the awarding/signing of the Contract? All draft documents, appendices and background information is available to the public at this time – www.flagstaff.az.gov/regionalplan . Updated drafts will be provided as they are completed. It is anticipated that the final chapter "Land Use Element" will be completed December 2012.

16) Will all maps and charts be completed and supplied at the time of the awarding/signing of the Contract in order for the Consulting Team to begin working on them immediately? No, all maps and charts are not complete at this time, as the group is still finishing certain chapters. All maps and charts currently being used are part of the DRAFT Regional Plan available on the City's website. It is assumed the Graphic Design arm of the editing team will have suggested visual changes to the maps, and may very well want to make all new graphs and charts using existing and available data. New charts, graphs and photos may want to be developed, but the city staff planning team will provide all data and GIS maps.

17) Will all the available photographs be supplied to the Consulting Team at the time of the awarding of the Contract? Yes, city staff has a file of photos taken by staff that may be used. Northern Arizona University Graphic Communications class has provided over 500 professional photos, stored on a Flickr account. We are free to use these photos, the mandate being to cite the photographer. IF additional photos are deemed necessary, we may be able to go back to the same professor and ask for more with specifics as to what is desired. That should probably happen in November, 2012.

18) Will every edit that will be incorporated into Draft II (Phase 1) be provided to the Consulting Team at the time of the awarding/signing of the Contract, and edits after that point will not be considered until Draft III (Phase 2)? Or will edits for Draft II continue to be supplied to the Consulting Team throughout Phase 1? Edits for Draft II (to be printed Jan/Feb 2013) will be provided to the editing team via :1) Editing spreadsheet city staff is compiling from all public comment, CAC meeting minutes and submitted written suggestions from boards and commissions. We have set the deadline for these edits as November 2, 2012. 2) Core Planning Team and CAC will submit suggested technical edits to editing team throughout the process, with a deadline for final edits set by the editing team. The CAC and planning staff would like to review the mock-up draft of the public release Regional Plan in January, and allow for some comments at that time. The public release draft (Draft II – Phase I) will most likely be published and released early February, 2013. We will work as a team to adjust deadlines but remain within a framework to meet the ballot deadline of March 2014.

19) If City staff is late in providing the necessary edits, documents, maps, photos, data, etc to the Consulting Team during Phase 1 (or subsequent phases) will the phase deadline(s) be adjusted accordingly? See answer to 18).

20) The bulk of the Editing, Graphic Design, and Website Design will need to be completed in at best, two months (Nov & Dec 2012) to make a printing and website launch date of January 2013. Taking into consideration the fact that meetings and feedback from staff and others are deemed necessary and vital, and the fact that there are two major holidays within that period, we have serious concerns about the timeframe outlined in the RFP. Is there room for any flexibility in the deadlines and timeframes, particularly for Phase I? The public will need to review a public release draft by February, 2013 – allowing them 60 days to review. The editing team and planning staff will work as a team to produce the public release draft by that time.

21) The edited plan will need to receive legal review from the City Attorney's office, and legal counsel edits will be incorporated into the document. When will that happen? Legal review will be concurrent with public release draft and will take 60 days. February – April 2013.

22) According to the Scope of Work, the staff will be taking editing suggestions for Draft I from September to December 2012, and those edits will be considered and then those accepted by the CAC will be added to the editing spreadsheet to be incorporated into Draft II. When will the edits be considered by the CAC? The editing suggestion spreadsheet will be presented to the CAC monthly, with those edits pertaining to policy language highlighted or flagged for CAC discussion. The CAC will not discuss suggested edits that pertain to background information, clarification or grammatical issues. Those are preview to the technical editor and planning staff.

23) The timeline for Phase I is particularly ambitious, given that the majority of the editing, graphic design and web design work would need to be finished by December 2012, and work likely could not begin until mid-to-late October. Add to this the layers of review that will need to happen along the way, before going to print in Jan 2013. To ensure that this timeframe is realistic, can you provide in greater detail the project milestones & reviews that need to be accomplished in Phase I and by what approximate dates, including the various layers of staff review? This is a detailed schedule we will work out with the editing team. Planning staff is conducting major internal department and commission reviews at this time, giving everyone a deadline of November 2nd for input. Staff has been compiling a suggested edits spreadsheet for some time, and will continue to maintain that. The editor will work from the existing document, and incorporate edits from the spreadsheet, collaborating with planning staff. There will be one point of contact with planning staff – the project manager. The project manager will carefully use the full planning team and CAC to get reviews completed quickly and efficiently. A preliminary legal review will be part of the staff review. A full legal review will be provided concurrent with public review (Feb / March 2013).

24) In Phase I under the Web Designer section (a)(i), the RFP states that "the City's GIS department will develop the maps, and mapping inter-face." What do you mean by mapping interface? Is GIS going to develop a web module or plug-in that the Consulting Team will be able to copy and paste onto the website, or will the Consulting Team be developing the "web interface" to display the GIS maps? Please clarify what GIS will be providing, and what you will need from the Consulting Team for this section. The City's GIS will host, on a city-owned domain, all maps and GIS layers with our GIS engine and server. It is anticipated that input from the technical editing / graphic design team will be accepted to improve the look and public

use of this map site. The design team can provide (via Flash or Adobe) flex skins to incorporate into this. Examples can be provided. IF the consultant team wishes to host the interactive GIS mapping directly on the website they develop for the Regional Plan, they will have to provide their own mapping solution using data provided by the city.

25) The RFP states that you would like to develop a data input section. Please give additional clarity on what needs to be accomplished here by the Consulting Team and the objectives you are hoping to meet. Please see answer to 3a) above.

25a) What kind of data will be collected on the website? The CAC has developed community indicators or metrics, which they would like to keep track of. For example, how much energy consumption annually per household average; what is the average vehicle miles traveled (VMT) per resident; what percentage of urban streets are complete streets? The data for these indicators has been developed / is being developed by the planning staff and will be updated by planning staff. The data needs to be easily input into the website, with easy to understand graphics for the general public to understand the outcomes. Please see: <http://dashboard.surrey.ca/> as an example.

25b) How will your staff be inputting the data (i.e. through input forms, or uploading spreadsheets, etc.)? How would you like to store the data (i.e. in a server database, or on a remote database, or something else)? Inputting and storing data will be at the web designer's discretion. Please just make it easy for us to use and understand.

25c) Is security of the data important? The reliability and accuracy of the data is important. These are aggregate numbers, so people cannot pinpoint names or address, etc.

25d) What do you plan to do with the data after it is collected? Will the Consulting Team need to create interfaces for interacting with the data, and will you need to make reports, display charts, or export the data into other formats? The data will be used as a tool to measure success over the years, to produce an annual report (the outputs will be used, planning staff will produce the actual report); graphs and/ or charts will be necessary – please see: <http://dashboard.surrey.ca/> as an example.

26) In Phase I under the Web Designer section (e), the RFP states that you would like to use a "compatible web platform". Please elaborate on what you mean by a "compatible" platform. Compatible platform is referring to the mapping site. If the consultant plans on hosting or integrating the mapping portion of the website, the consultant will need to be able to consume ArcGIS server services. If the consultant agrees with the City hosting the mapping website and wants input into the design of that mapping website, design must be compatible with Adobe Flash builder.

27) The deadline for submitting questions regarding the RFP is Sept 25. When should we expect to receive answers to the questions? We are concerned that there will be little time to evaluate your answers then develop and submit a proposal. Answers will be provided September 27th. Proposals are due October 3, 2012.

28) Can you clarify what is meant on page 19 of the RFP, bullet "e" under Web Designer - "compatible web platform"? We would assume that anything developed for the web would be compatible with all browsers, unless this is referring to something else. Please see the answer to 26) above.

29) Will we be developing a content management system (CMS) so that the City can make changes and maintain the site once it's developed and this project is complete? If so, does the City have a preferred CMS platform? (Please note that this is not the same as the data entry and management tool that we understand we would develop for City staff as part of the scope of work.) Please see the answer to 2) above. The staff is not interested nor has resources in changing or maintaining the site, merely the data and outputs.

30) In the pre-proposal meeting it was mentioned that the Land Use section of the document is still being developed. What other section(s) are still in the development stage and should we assume that those sections would be complete and ready for editing upon award of contract? The 'Economic Development' and 'Cost of Development' is being completed. 'Circulation and Bicycles' and 'Public Facilities' has been drafted but must go through CAC review; the Land Use element is the only element, or chapter, that is not complete. It is anticipated that it will be completed by December 13, 2012.

31) Will the editing spreadsheet that is being managed by City Planning Staff be made available first thing to the editor to begin with Draft II (Phase I)? How many iterations of this spreadsheet should be expected during the each phase - one at the beginning of each draft? More versions throughout? Yes the spreadsheet is available immediately; the editing spreadsheet will be updated monthly. The editing team will incorporate suggested edits for each phase during the process. An agreed upon deadline for any additional edits / reviews will be established by the editing team and planning staff that works with the consultants needs.

32) Is it correct to assume that the timeframe for Phase I as described on page 18 of the RFP can be amended to read "October - December 2012"? Yes, the RFP was not published when anticipated.

33) Is there an incumbent agency, person, or group of people that had been previously contracted for the planning stages of the Plan? If so, can you share who or whom that may be and the tenure of the relationship with them? Any sub consultants working on the Regional Plan thus far has been outlined in the RFP pg. 17.

34) Being that we are not located in Flagstaff (but within the state of Arizona), would there be times when video conferencing would be acceptable in lieu of a face-to-face meeting? YES

35) Does the stated \$55,000 - \$60,000 budget include all components of the three phases? Do you anticipate there being additional costs that may arise as the project progresses? Please see answer 9) above.

36) The RFP discusses a Style Guide. Would we have access to the Style Guide as part of the proposal process or will only the chosen people or persons have access? The Style Guide, in current draft mode, has been posted to the Regional Plan website: <http://www.flagstaff.az.gov/DocumentCenter/View/40090>

37) The RFP specifically mentions that the Plan will not be hosted on the City of Flagstaff's web platform; it will be on a separate website. Would the City prefer to utilize the same CMS system that is currently in use or would a new, more user friendly system be preferable? A new, more user-friendly system is much preferred.

38) Who or whom will be responsible for managing and coding the back end of the website? The web designer will code the back end of the website. City staff will input / post data at regular intervals (monthly, quarterly, annually).

39) We are interested in responding to the above but wanted to clarify whether the website you require is to be newly created with the intention to include all 200 pages? The website will not include any pages, but information deemed necessary to share the vision and information. A non-pdf website is desired, one that is interactive. Please see answers to 3a) above.

40) Also with regard to the technical editing, am I correct to assume final decision on edits and copy will be the responsibility of the successful company? Final decisions for edits in the final product (final draft for voter ratification) is at the sole discretion of City Council and the County Board of Supervisors. These decisions will be in writing, through meeting minutes, and communicated to the successful company via the project manager, planning staff. Edits during the process will be a collaborative effort between the editing team (successful company) and the project manager of the planning staff. The editing team is being looked to for your expertise.

The balance of the RFP package shall remain the same. All proposers are to acknowledge receipt of this addendum by signing and submitting along with their proposal response.

Name of Firm

Authorized Signature

Date

